RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #356150
Mr. H. Bowen
LAVIN CANDY CO.

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Harry:

Attached are **July** orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with ***July*** *Salem Tear Tape product.* These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per SKU:	**40 units**
Billing per SKU:	**4 Cartons**

PARTNERS 'BONUS' REPORTING DESCRIPTION	SAL_98_.30/_1PK_

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162301
Enc. Retailer Letter
Retail Customer List
3QTRSAL.DOC

51844 8462

Source: https://www.industrydocuments.ucsf.edu/docs/jqpy0000

LAVIN CANDY CO.

JULY DELIVERY
SALEM TEAR TAPE

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED

13 SKUs of Displays (Item #541964)

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	0
12300-24195	*Full Flavor 100*	1
12300-24196	*Light*	1
12300-24197	*Light 100*	0

PRODUCT / DISPLAYS ARRIVAL: JUNE 29, 1998

SHIP DATE TO RETAIL: WEEK OF: JULY 13, 1998

EFT $ AMOUNT: $649.22

PACKING / SHIPPING PAYMENT $14.00
(2 (6M) promoted case(s) @ $7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/jqpy0000

WHOLESALER : 356150 LAVIN CANDY CO., INC. <DIRECT>
TEMPLATE : 800438 80700 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162201	162323	178080	NORMANS GROCERY	ST REGIS AVENUE	BLOOMINGDAL	NY	12913	1	1	1	1	4		
162201	162323	767109	E-M MARKET	156 BROADWAY	SARANAC LAK	NY	12983	1	1	1	1	4		
162301	162323	130258	NADIM'S CORNER GROC	495 RUGAR ST	PLATTSBURGH	NY	12901	3	3	1	1	8		
162301	162323	177790	VILLAGE MEAT MARKET	ESSEX ROAD	WILLSBORO	NY	12996		1	1	1	3		
162301	162323	177852	LOUS GROCERY	38 SAILLY AVE	PLATTSBURGH	NY	12901		1	1	2	4		
162301	162323	177923	H ROCKS GROCERY	959 ROUTE 22B	SCHUYLER FA	NY	12985	1	2	1	1	5		
162301	162323	498171	SOUTHSIDE GROCERY	4788 CRETE BLVD	PLATTSBURGH	NY	12901	1		1	1	3		
162301	162323	568572	EXPRESS LANE	20 BROAD ST	PLATTSBURGH	NY	12901			1		1		
162301		619736	CUMBERLAND BAY MKT	1544 CUMBERLAND H	PLATTSBURGH	NY	12901		1			1		
162301	162323	679124	BYRD'S COUNTRY STOR	38 STATION RD	WILLSBORO	NY	12996	1	2	2	1	6		
162301	162323	752635	SMOKE-N-NEWS EMPORI	5155 US AVE	PLATTSBURGH	NY	12901	3	3	3	3	12		
162301	162323	767981	BILL'S MINI MART	ROUTE 22B BOX 8A	MORRISONVIL	NY	12962	1	1	2	1	5		
162301	162323	787715	BORDERVIEW GROCERY	208 RIDGE RD	CHAMPLAIN	NY	12919	2	1	4	1	8		

PAGE BREAK TOTAL ACCOUNTS 13 TOTAL QUANTITY 14 17 19 14 64

TEMPLATE TOTAL ACCOUNTS 13 TOTAL QUANTITY 14 17 19 14 64

********** END OF REPORT FOR PROMOTION 800438 **********

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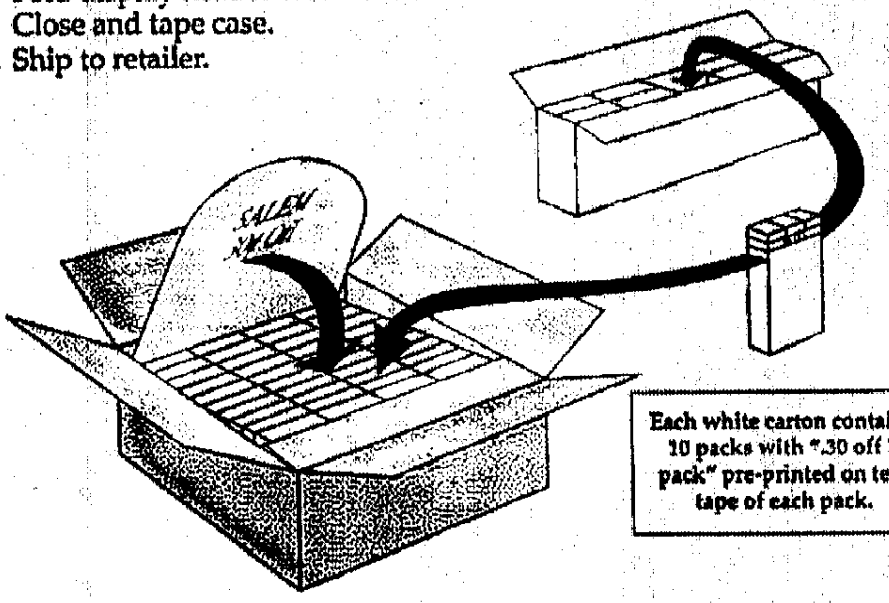
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE | 3RD QTR.'98

July SALEM 30¢ OFF 1 Pack Tear Tape

STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Each white carton contains 10 packs with "30 off 1 pack" pre-printed on tear tape of each pack.

Item: # 541964
MSA Promotion Reporting Description: SAL 98 30/1 PK

Brand + Style						
Number of Cartons						

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